

Example Press Releases for Mother's Day

"Peace of Mind" Breast Cancer Campaign for Mother's Day

In its annual statewide Mother's Day campaign, the Adelphi NY Statewide Breast Cancer Hotline is reaching out to New Yorkers asking them to urge their loved ones to get mammograms.

"We have found that many women are so afraid of breast cancer that they avoid getting a mammogram," says Hillary Rutter, the director of the hotline and support program. Yet the vast majority of mammograms —approximately 95 percent—turn out to be normal. In addition, says Rutter, early detection is the best tool we have in fighting breast cancer.

Following American Cancer Society guidelines, women should have a mammogram every year starting at age forty. In addition, it is recommended that women have a yearly examination by a doctor and do monthly self-breast exams.

Rutter says that many women suffer needlessly from anxiety that they have breast cancer. "Peace of mind is a great gift," says Rutter, "and most women will get it simply by taking that step and getting a mammogram."

For more information and to locate an accredited mammography facility nearby, call the Adelphi New York Statewide Breast Cancer Hotline and Support Program at 800-877-8077. Callers can also get emotional support from the hotline's specially trained volunteers, most of who are women who have had breast cancer. The web site is: www.adelphi.edu/nysbreastcancer.

The hotline has been in existence for over 20 years. It is a project of the Adelphi University School of Social Work on Long Island and is funded by the New York State Legislature and Department of Health. All services are free. Help is just a phone call away.

Encourage Your Mother to have a Mammogram for Mother's Day

Mammograms: Still Your Best Bet in the Fight Against Cancer

Lake Success, NY - April 22, 2002 - Mammography remains the best way to detect breast cancer early, and the best gift to give for Mother's Day this year is an annual mammogram!

This spring, both the U.S. Department of Health and Human Services and the National Cancer Institute have reviewed evidence on mammography's effectiveness, and recommended that all women over age 40 receive a mammogram every one to two years. These statements lower the age at which women should begin receiving mammograms to 40 from 50.

There are still women who do not take advantage of early detection by having screening mammograms and clinical breast examinations at regular intervals. According to Judith F. Strauss, M.D., Breast Cancer Project Leader at IPRO, 43 percent of New York State Medicare beneficiaries do not get regular mammograms. "We are working with New York physicians to help increase the numbers of women referred for this test," said Dr. Strauss. IPRO is a quality improvement organization under contract to the U.S. Centers for Medicare & Medicaid Services (formerly the Health Care Financing Administration). Mammography has been shown to reduce mortality from breast cancer by 20 percent to 39 percent among women aged 50 years or older. According to the recent annual report to the nation on the status of cancer, the incidence of breast cancer has risen 1.2 percent per year, from 1992 to 1998 - possibly due to increased early detection. Tumor size has declined also possibly due to early detection, and so has the breast cancer mortality rate.

Other facts on breast cancer include:

- More than 75 percent of breast cancers are found in women age 50 or older.
- African-American women with breast cancer are more likely to die from the disease than Caucasian women.
- Breast cancer causes more deaths in Hispanic women than any other form of cancer.
- Mammography detects about 90 percent of breast cancers in women with no symptoms.

Mother's Day is May 12. Be on the safe side and encourage your mother to get an annual mammogram. Better yet, volunteer to go with her to the screening site. For more information about certified mammography facilities in your area, call IPRO at 516-326-7767 X 234 or call one of the following toll-free numbers: American Cancer Society (800) 227-2345, The Susan G. Komen Breast Cancer Foundation (800) 462-9273, or the National Cancer Institute (800) 4-CANCER. "Facts About Mammograms and Breast Cancer" brochures are available in [English](#) and Spanish, free, from IPRO by calling (516) 326-7767 X 410.

Mother's Day Mammograms Continues to Save Live

Celebrating Mother's Day by offering low cost mammograms

How about giving the gift of life this Mother's Day. Thousands of women from across the United States will do just that when the Mother's Day Mammogram campaign kicks off in Washington D.C. on May 2nd.

Mother's Day Mammograms, now in its 11th year, is a partnership between the Pennsylvania Breast Cancer Coalition and the Rite Aid Women's Health Foundation. The program connects un-insured and under-insured women, aged 40 plus, with healthcare facilities across the state that provide free screening mammograms.

To date, more than 25,000 women have been referred for free and low cost mammograms in Pennsylvania and across the United States. Information on the program is available at all Rite Aid drugstores across Pennsylvania through May 27, 2000.

First Lady Michele Ridge, Michele M. Ridge, Honorary Chair of the Pennsylvania Breast Cancer Coalition has been a long time advocate of Mother's Day Mammograms.

"Governor Ridge and I encourage families everywhere to give their loved ones a potentially life-saving gift, a mammogram for Mother's Day. Breast cancer is a family health issue and we know that by working together we can save precious lives," said Mrs. Ridge.

"Mother's Day Mammograms has enabled thousands of women to take good care of their health," said Pat Halpin-Murphy, President of the Pennsylvania Breast Cancer Coalition. "

The Pennsylvania Breast Cancer Coalition encourages every person to ask the special women in their life to take advantage of the free mammograms available from participating hospitals statewide. Pick up our free Mother's Day Mammograms card at any Rite Aid store, because mammograms do save lives!"

Charlotte Asherman, Executive Director of the Pennsylvania Breast Cancer Coalition in 1990, founded Mother's Day Mammograms. The program is designed for women aged 40 and older who meet income and insurance guidelines.

Interested women can determine eligibility by calling a toll-free number,

1-888-748-3669 through May 27, 2000. Participating Hospitals this year include:

- Temple University Hospital, Philadelphia
- Sacred Heart Hospital, Allentown
- St. Luke's Hospital, Allentown
- Easton Hospital, Easton
- Phoenixville Hospital, Phoenixville
- St. Vincent Women's Center, Erie
- Allegheny General Hospital, Pittsburgh
- Hershey Medical Center
- Lancaster Health Alliance, Lancaster
- York Health System, York
- Conemaugh Hospital, Johnstown
- Penn State Geisinger, Wilkes Barre/Scranton

Pennsylvania has the fourth highest rate of breast cancer in the United States. This year more than 11,000 Pennsylvania women will be diagnosed with breast cancer. More than 2300 will lose their lives to the disease.